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Accordingly, the multiple criteria buying and selling methodology provides more control for both buyers and sellers in the purchasing process. ~~Buyer's~~ Buyers define the buying criteria [[which]] they feel is important in purchasing a particular good or service. ~~Seller's~~ Sellers define the selling criteria ~~which the seller feels~~ they feel is important to both the buyer and the seller. The buyer is provided with a list of deals in which the buyer's buying criteria falls within the seller's selling criteria. Furthermore, the multiple criteria buying and selling methodology encourages the completion of deals. The multiple criteria buying and selling methodology allows a buyer to complete a deal in an expedited manner. The buyer can control [[their]] the buying criteria and the seller can control ~~their criteria~~ the selling criteria, allowing a more efficient manner of conducting business.

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(6) Please replace the paragraph beginning on page <sup>8</sup> ~~A~~, line 21 with the following amended paragraph:

The ~~present~~ invention may also be applied in the context of purchasing and/or selling an automobile wherein ~~buyer's~~ the buyers' criteria may include, for example: (1) reputation of automobile manufacturer; (2) reputation of dealer; (3) price of automobile; (4) delivery options; (5) automobile availability; (6) safety; and (7) financing terms; *etc.* ~~While, the seller's~~ The sellers' criteria may include, for example: (1) buyer's creditworthiness; (2) desired finance terms; (3) delivery requests of buyer; (4) delivery dates; *etc.*